In the Claims

Claims 1-13, 72, and 79-81 were previously canceled.

No claims are amended.

Claims 14-71 and 73-78 are pending and are listed following:

1-13. (canceled)

14.   (previously presented)   A system, comprising:

a tracking device configured to receive a request for data from a requesting device and redirect the request for the data to a data provider, the request including tracking information relating to the request for the data;

a database configured to maintain the tracking information and associate the tracking information with the requesting device;

a server device configured to receive the redirected request for the data from the tracking device, and provide the data to the requesting device; and

the tracking device being further configured to redirect the request for the data to the server device before recording the tracking information in an event that the request for the data would be delayed for tracking device processing.

15.   (previously presented)   A system as recited in claim 14, wherein the request further includes a data provider designation that designates the server device.

16. **(previously presented)**   A system as recited in claim 14, wherein the server device includes the tracking device.

17. **(original)**   A system as recited in claim 14, wherein the database is further configured to associate the tracking information with a user of the requesting device.

18. **(previously presented)**   A system as recited in claim 14, wherein the request designates the server device as a provider of the data, and wherein the tracking information includes a designation of the tracking device, such that the request is first communicated to the tracking device based upon the designation.

19. **(previously presented)**   A system as recited in claim 14, wherein the tracking information identifies the server device as the data provider.

20. **(original)**   A system as recited in claim 14, wherein the tracking information identifies the requesting device as a destination of the data.

21. **(original)**   A system as recited in claim 14, wherein the tracking information identifies the data.

22. **(original)**   A system as recited in claim 14, wherein the tracking information is a uniform resource locator.

23. **(previously presented)** A system as recited in claim 14, wherein the tracking information is included as part of a uniform resource locator that designates the tracking device to first receive the request for data, identifies the server device as the data provider, identifies the requesting device as a destination of the data, and identifies the data.

24. **(original)** A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link and the rendered content that includes the selectable data link.

25. **(original)** A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link and a location of the selectable data link within the rendered content.

26. **(original)** A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

27. **(previously presented)**   A system as recited in claim 14, wherein:

the request for data is generated from a selectable data link within rendered content at the requesting device; and

the tracking information is included as part of a uniform resource locator that designates the tracking device to first receive the request for data, and further identifies the data, the server device as the data provider, the requesting device as a destination of the data, the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

28. **(original)**   A computing device comprising the system as recited in claim 14.

29. **(previously presented)** A system, comprising:

a tracking component configured to receive a request for content from a requesting device, the request for content including request-tracking information relating to the request for content;

a content provider configured to receive the request for content from the tracking component, and provide the content to the requesting device, the content including content-tracking information relating to providing the content;

the tracking component further configured to:

redirect the request for content to the content provider before recording the request-tracking information in an event that the request for content would be delayed for tracking component processing;

receive the content-tracking information from the requesting device when the content is provided to the requesting device;

maintain the request-tracking information and the content-tracking information; and

associate the request-tracking information and the content-tracking information with the requesting device.

30. **(previously presented)** A system as recited in claim 29, wherein the content provider includes the tracking component.

31. **(original)** A system as recited in claim 29, wherein the tracking component is further configured to associate the request-tracking information and the content-tracking information with a user of the requesting device.

32. (original) A system as recited in claim 29, wherein the tracking component receives the content-tracking information from the requesting device after the content is rendered at the requesting device.

33. (original) A system as recited in claim 29, wherein a requesting device identifier is included as part of the content-tracking information when the content is provided to the requesting device.

34. (original) A system as recited in claim 29, wherein the content-tracking information is included as part of a uniform resource locator that designates the tracking component, identifies the content provider, identifies the requesting device, and identifies the content.

35. (original) A system as recited in claim 29, wherein the request designates the content provider as a provider of the content, and wherein the request-tracking information includes a designation of the tracking component, such that the request is first communicated to the tracking component based upon the designation.

36.   **(original)**   A system as recited in claim 29, wherein the request-tracking information is included as part of a uniform resource locator that designates the tracking component to first receive the request for content, identifies the content provider, identifies the requesting device, and identifies the content.

37.   **(original)**   A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link and the rendered content that includes the selectable data link.

38.   **(original)**   A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link and a location of the selectable data link within the rendered content.

39.   **(original)**   A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

40.   **(original)**   A system as recited in claim 29, wherein:

the request for content is generated from a selectable data link within rendered content at the requesting device; and

the request-tracking information is included as part of a uniform resource locator that designates the tracking component to first receive the request for content, and further identifies the content, the content provider, the requesting device, the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

41.   **(original)**   A computing device comprising the system as recited in claim 29.

42.   (previously presented)   A computing device, comprising:

an application component configured to:

receive a request for content from a requesting device, the request including request-tracking information;

communicate the request for content to a content provider before the application component records the request-tracking information in an event that the request for content would be delayed for application component processing, where the content provider provides the content to the requesting device, the content including content-tracking information;

receive the content-tracking information from the requesting device when the content is provided to the requesting device; and

a database configured to maintain the request-tracking information and the content-tracking information, and further configured to associate the request-tracking information and the content-tracking information with the requesting device.

43.   (previously presented)   A computing device as recited in claim 42, wherein the database is further configured to associate the request-tracking information and the content-tracking information with a user of the requesting device.

44. **(previously presented)** A computing device as recited in claim 42, wherein the application component receives the content-tracking information from the requesting device after the content is rendered at the requesting device.

45. **(previously presented)** A computing device as recited in claim 42, wherein a requesting device identifier is included as part of the content-tracking information when the content is provided to the requesting device.

46. **(original)** A computing device as recited in claim 42, wherein the content-tracking information is a uniform resource locator.

47. **(previously presented)** A computing device as recited in claim 42, wherein the content-tracking information is included as part of a uniform resource locator that designates the computing device, identifies the content provider, identifies the requesting device, and identifies the content.

48. **(original)** A computing device as recited in claim 42, wherein the request designates the content provider as a provider of the content, and wherein the request-tracking information includes a designation of the computing device, such that the request is first communicated to the computing device based upon the designation.

49. **(original)** A computing device as recited in claim 42, wherein the request-tracking information is a uniform resource locator.

50. **(previously presented)** A computing device as recited in claim 42, wherein the request-tracking information is included as part of a uniform resource locator that designates the computing device to first receive the request for content, and identifies the content provider, the requesting device, and the content.

51. **(previously presented)** A computing device as recited in claim 42, wherein the request for content is generated from a selectable control within a Web page at the requesting device, and wherein the request-tracking information identifies the selectable control and the Web page that includes the selectable control.

52. **(previously presented)** A computing device as recited in claim 42, wherein the request for content is generated from a selectable control within a Web page at the requesting device, and wherein the request-tracking information identifies the selectable control, the Web page that includes the selectable control, and a location of the selectable control within the Web page.

53. **(previously presented)** A computing device as recited in claim 42, wherein the request for content is generated from a selectable control within a user interface of an application component at the requesting device, and wherein the request-tracking information identifies the selectable control and the application component that includes the selectable control.

54. **(previously presented)** A computing device as recited in claim 42, wherein the request for content is generated from a selectable control within a user interface of an application component at the requesting device, and wherein the request-tracking information identifies the selectable control, the application component that includes the selectable control, and a location of the selectable control within the user interface.

55. **(previously presented)** A method, comprising:

receiving a request for content from a requesting device, the request including request-tracking information relating to the request for content;

redirecting the request for content to a content provider that provides the content to the requesting device, the content including content-tracking information relating to providing the content, said redirecting the request for content to the content provider before recording the request-tracking information in an event that the request for content would be delayed for the recording;

receiving the content-tracking information from the requesting device; and

storing the request-tracking information and the content-tracking information.

56.   (previously presented)   A method as recited in claim 55, further comprising associating the request-tracking information and the content-tracking information with the requesting device.

57.   (previously presented)   A method as recited in claim 55, further comprising associating the request-tracking information and the content-tracking information with a user of the requesting device.

58.   (previously presented)   A method as recited in claim 55, wherein the content-tracking information is received after the content has been provided to the requesting device.

59.   (previously presented)   A method as recited in claim 55, wherein the content-tracking information is received after the content has been rendered at the requesting device.

60.   (previously presented)   A method as recited in claim 55, wherein said storing comprises storing a content provider identifier that identifies the content provider, a requesting device identifier that identifies the requesting device, and a content identifier that identifies the content.

61.   **(previously presented)**   A method as recited in claim 55, wherein said storing comprises storing a content provider identifier that identifies the content provider, a requesting device identifier that identifies the requesting device, a content identifier that identifies the content, and a user identifier that identifies a user of the requesting device.

62.   **(previously presented)**   A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable control identifier that identifies a selectable control and a rendered content identifier that identifies rendered content, wherein the request for content is generated from the selectable control within the rendered content at the requesting device.

63.   **(previously presented)**   A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable control identifier that identifies a selectable control, a rendered content identifier that identifies rendered content, and a location identifier that identifies a location, wherein the request for content is generated from the selectable control at the identified location within the rendered content at the requesting device.

64. **(previously presented)** A method as recited in claim 55, further comprising determining from the request-tracking information, a data link identifier that identifies a data link, a Web page identifier that identifies a Web page, and a location identifier that identifies a location, wherein the request for content is generated from the data link at the identified location within the Web page at the requesting device.

65. **(previously presented)** A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable control identifier that identifies a selectable control, an application component identifier that identifies an application component, and a location identifier that identifies a location, wherein the request for content is generated from the selectable control at the identified location within a user interface for the application component at the requesting device.

66. **(original)** One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to perform the method of claim 55.

67. (previously presented) One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to perform a method comprising:

receiving a request for data from a requesting device, the request including request-tracking information;

storing the request-tracking information to associate the request-tracking information with the requesting device;

redirecting the request for the data to a data provider, the request for the data being redirected to the data provider before said storing the request-tracking information in an event that the request for the data would be delayed;

providing the data to the requesting device, the data including content-tracking information;

receiving the content-tracking information from the requesting device when the data is rendered at the requesting device; and

storing the content-tracking information to associate the content-tracking information with the requesting device.

68. (previously presented) One or more computer-readable media as recited in claim 67, the method further comprising associating the content-tracking information with a user of the requesting device.

69. **(previously presented)**   One or more computer-readable media as recited in claim 67, wherein the content-tracking information is included as part of a uniform resource locator that identifies the data provider said providing the data to the requesting device.

70. **(previously presented)**   One or more computer-readable media as recited in claim 67, wherein said storing comprises storing a data provider identifier that identifies the data provider said providing the data, a requesting device identifier that identifies the requesting device, and a data identifier that identifies the data.

71. **(previously presented)**   One or more computer-readable media as recited in claim 67, the method further comprising:

receiving a request for additional data from the requesting device, the request including additional request-tracking information;

storing the additional request-tracking information;

associating the additional request-tracking information with the requesting device.

72. **(canceled)**

73. **(previously presented)**   One or more computer-readable media as recited in claim 67, the method further comprising associating the request-tracking information with a user of the requesting device.

74. (previously presented) One or more computer-readable media as recited in claim 67, wherein the request-tracking information is included as part of a uniform resource locator that identifies the data provider, the requesting device, and the data.

75. (previously presented) A method as recited in claim 67, wherein said storing comprises storing a data provider identifier that identifies the data provider, a requesting device identifier that identifies the requesting device, and a data identifier that identifies the data.

76. (previously presented) One or more computer-readable media as recited in claim 67, the method further comprising determining from the request-tracking information, a selectable connection identifier for a selectable connection, a rendered content identifier for rendered content, and a location identifier for a location, wherein the request for the data is generated from the selectable connection at the identified location within the rendered content at the requesting device.

77. **(previously presented)** One or more computer-readable media as recited in claim 67, the method further comprising determining from the request-tracking information, a data link identifier for a data link, a Web page identifier for a Web page, and a location identifier for a location, wherein the request for the data is generated from the data link at the identified location within the Web page at the requesting device.

78. **(previously presented)** One or more computer-readable media as recited in claim 67, the method further comprising determining from the request-tracking information, a selectable connection identifier for a selectable connection, an application component identifier for an application component, and a location identifier for a location wherein the request for the data is generated from the selectable connection at the identified location within a user interface for the application component at the requesting device.

79-81. (canceled)